

FHC Outreach News

Fisheries and Habitat Conservation

*"Healthy Fish and Wildlife, Healthy Habitats,
Healthy People and Healthy Economies"*

January 2005

Dr. Mamie Parker, Assistant Director

Happy New Year from FHC Outreach!



Do YOU Have Habitattitude?

Habitattitude™ is a national social marketing and partnership campaign developed by the ANS Task Force and its partner organizations. The Service serves as lead federal agency for Habitattitude™; however, there are some very distinct differences between this and previous ANS Task Force national outreach campaign, Stop Aquatic Hitchhikers! While Stop Aquatic Hitchhikers! is a campaign of attraction that has garnered the support of 150+ organizations from the national, regional, state and local levels, Habitattitude™ is different because it has the significant support and involvement of two different, but related sectors; the pet and aquarium trade and the nursery and landscape industry. This support and involvement is what separates Habitattitude™ from other initiatives and it will ultimately make this campaign successful.

In addition to the involvement of these industries, two key players are the National Sea Grant College Program and state fish and wildlife agencies. Both organizational networks will work collaboratively with the Service and various pet and aquarium industry retail outlets and nursery and gardening centers around the country to promote environmentally-responsible behaviors relating to consumers' enjoyment of their aquarium or water garden hobbies. Habitattitude™ represents a unique marriage between government and industry to educate people about invasive species and the need for sustainable uses of our nation's aquatic environment.

For more information about the campaign, please go to the following web site: <http://www.habitattitude.net> or contact Joe Starinchak in the FHC Branch of Invasive Species.

MARK YOUR CALENDARS! EVERYONE IS INVITED TO ATTEND...

**THE NEXT FHC OUTREACH TEAM MEETING IS TUESDAY, JANUARY 18TH,
1:00-3:00 P.M. IN ROOM 200A/B, ARLSQ.**

Upcoming Events:

- This month's FHC Academy workshop: **"HOLDING SUCCESSFUL MEETINGS!"** Join a panel of experienced FWS staff to get useful tips on holding highly successful meetings.

When: Wednesday, January 26th, 1:00-3:00 p.m., Room 205, ARLSQ. Join us for our **FIRST WORKSHOP!!**

(Reservations suggested, but not required X2467).

FHC OUTREACH STRATEGIC ACTION PLAN DRAFT OUT FOR REVIEW!

Thanks to the FHC Strategic Planning Work Group for doing what said couldn't be done—developing a detailed action plan to guide FHC outreach activities and focus for the coming years. We hope to have it finalized in the near future!

KEEP UP THE GREAT WORK!



So, Who ARE Our Customers?

On Communication...

"They may forget what you said, but they will never forget how you made them feel."

Carl W. Buechner

If you ask a Wal-Mart manager who her customers are, she will point to people standing in line at the register or pushing carts down the aisles. She sees her customers everyday, talks with them, has a personal relationship with them.



But what if you ask a government manager who his customers are? Federal Management Partners, Inc. (FMP), of Alexandria, have spent a lot of time thinking about that question. For government agencies, the customer isn't always walking in the door—it is the American public as a whole.

Hundreds of thousands of employees interact with customers in a business like Wal-Mart's all the time. But if government's customer is the American public, then it's safe to say that much of the workforce hardly ever deals with the customer.

"In government, almost no one is in contact with the customer," Tom Barnhart (CEO of FMP) says. "Instead, most employees in an agency are in constant contact with what I would characterize as false customers—beneficiaries, stakeholders, contractors—and can easily come to believe the agency exists to serve those false customers."



Most people in government interact on a daily basis with people who represent the American public's interest, such as conservation groups and industry groups. But neither of those groups is the customer. Instead, it is the public as represented by elected officials. This results in a public customer linked directly to the top of a bureaucracy. In a typical business, by contrast, the customer is most closely connected to the bottom of the organization. It's much easier to maintain a customer focus with little or no bureaucracy.

Who managers think their customers are is central to how they manage their operations. The veteran walking through the door at the Veterans Benefits Administration, the taxpayer filing a W-2 for the IRS, and the angler at a National Wildlife Refuge might seem like the customers government is serving. But those individual interests can diverge from the interests of the public as a whole.

In these times of shrinking and static budgets, it's extremely important that we, as federal employees, remember that we serve a very diverse customer base—all of the American people.

(Excerpted from <http://www.govexec.com/dailyfed/1204/120104mm.htm>)

The FHC Outreach Mission:

"To create and share a passion for Fisheries and Habitat Conservation that unifies, engages, and inspires all our audiences."